

## CLAIMS

What is claimed is:

1                   1. A number-by-number lotto game comprising:  
2                   one top jackpot and one or more base jackpots;  
3                   the top jackpot being structured for receiving a predetermined large portion of  
4 net intake from a sale of lotto tickets;  
5                   the one or more base jackpots being structured for receiving a predetermined  
6 small portion of the net intake from the sale of the lotto tickets in proportion to the  
7 large portion of the net intake from the sale of the lotto tickets which the top jackpot  
8 is structured to receive predeterminedly;  
9                   a gaming method for determining a top winner of the top jackpot and for  
10 determining one or more base winners for winning the one or more base jackpots  
11 respectively; and  
12                   organizational structure of the jackpots and gaming methods employed is  
13 structured for advertising identification with at least one popular item.

1                   2. The number-by-number lotto game of claim 1 wherein:  
2                   the large portion of the net intake from the sale of the lotto tickets for which the  
3 top jackpot is structured to receive and the small portion of the net intake from the  
4 sale of the lotto tickets for which the one or more base jackpots are structured to  
5 receive are adjustable by applicable lotto-host authority for achieving a planned  
6 revenue after accounting for all lotto costs and a payout amount for the top jackpot  
7 and the base jackpots.

1                   **3.** The number-by-number lotto game of claim 1 wherein:  
2                   the gaming method includes a random selection of a predetermined plurality of  
3 winning numbered balls from a predetermined plurality of a top-jackpot lot of  
4 numbered balls.

1                   **4.** The number-by-number lotto game of claim 1 wherein:  
2                   the gaming method includes a top-jackpot step for determining the top winner  
3 of the top jackpot and one or more base-jackpot steps for determining the one or more  
4 base winners of the base jackpots respectively.

1                   **5.** The number-by-number lotto game of claim 4 wherein:  
2                   the top-jackpot step includes a first random selection of a predetermined  
3 plurality of winning numbered balls from a predetermined plurality of a top-jackpot  
4 lot of top numbered balls; and  
5                   the one or more base-jackpot steps for determining the one or more base  
6 winners of the base jackpots respectively includes one or more second selections of  
7 one or more predetermined pluralities of the winning numbered balls from one or more  
8 predetermined pluralities of base-jackpot lots of base numbered balls.

1                   **6.** The number-by-number lotto game of claim 4 wherein:  
2                   the top-jackpot step includes a first random selection of a predetermined  
3 plurality of winning numbered objects from a predetermined plurality of a top-jackpot  
4 lot of numbered objects; and  
5                   the one or more base-jackpot steps for determining the one or more base  
6 winners of the base jackpots respectively include one or more second selections of

7 one or more predetermined pluralities of the winning numbered objects from one or  
8 more predetermined pluralities of base-jackpot lots of numbered objects.

1                   **7.** The number-by-number lotto game of claim 6 wherein:  
2                   the first random selection and the second random selection include hand  
3 selections that are made blindly.

1                   **8.** The number-by-number lotto game of claim 6 wherein:  
2                   the first random selection and the second random selection include machine  
3 selections that are made randomly.

1                   **9.** The number-by-number lotto game of claim 1 and further comprising:  
2                   an advertisement program having an advertisement method for identifying the  
3 number-by-number lotto game with a predeterminedly popular item.

1                   **10.** The number-by-number lotto game of claim 1 wherein:  
2                   the number-by-number lotto game includes a one-by-one lotto game having the  
3 top jackpot and one base jackpot; and  
4                   the gaming method includes the top-jackpot step for determining the top winner  
5 of the top jackpot and one base-jackpot step for determining the base winner of the  
6 base jackpot respectively.

1                   **11.** The number-by-number lotto game of claim 1 wherein:  
2                   the number-by-number lotto game includes a two-by-two lotto game having the  
3 top jackpot and two base jackpots; and  
4                   the gaming method includes the top-jackpot step for determining the top winner

5 of the top jackpot and two base-jackpot steps for determining the base winners of the  
6 base jackpots respectively.

1                   **12.** The number-by-number lotto game of claim 1 wherein:  
2                   the number-by-number lotto game includes a four-by-four lotto game having the  
3 top jackpot and four base jackpots; and  
4                   the gaming method includes the top-jackpot step for determining the top winner  
5 of the top jackpot and four base-jackpot steps for determining base winners of the  
6 base jackpots respectively.

1                   **13.** The number-by-number lotto game of claim 1 wherein:  
2                   the number-by-number lotto game includes the one-by-one lotto game having  
3 the top jackpot and one base jackpot; and  
4                   the gaming method includes a select-all-jackpots step for determining the top  
5 winner of the top jackpot and the one base jackpot.

1                   **14.** The number-by-number lotto game of claim 1 wherein:  
2                   the number-by-number lotto game includes the two-by-two lotto game having  
3 the top jackpot and two base jackpots; and  
4                   the gaming method includes the select-all-jackpots step for determining the top  
5 winner of the top jackpot and the two base-jackpots.

1                   **15.** The number-by-number lotto game of claim 1 wherein:  
2                   the number-by-number lotto game includes the four-by-four lotto game having  
3 the top jackpot and four base jackpots; and

the gaming method includes the select-all-jackpots step for determining the top winner of the top jackpot and the four base-jackpots.

**16.** A four-by-four lotto game comprising:  
one top jackpot and four base jackpots;  
the top jackpot being structured for receiving a predetermined large portion of net intake from a sale of lotto tickets;  
the four base jackpots being structured for receiving a predetermined small portion of the net intake from the sale of the lotto tickets in proportion to the large portion of the net intake from the sale of the lotto tickets which the top jackpot is structured to receive predeterminedly;  
a gaming method for determining a top winner of the top jackpot and for determining four base winners for winning the four base jackpots respectively;  
the large portion of the net intake from the sale of the lotto tickets for which the top jackpot is structured to receive and the small portion of the net intake from the sale of the lotto tickets for which the four base jackpots are structured to receive are adjustable by applicable lotto-host authority for achieving a desired public opinion of the number-by-number lotto game; and  
an advertisement method for identifying the four-by-four lotto game with an appropriately popular item that includes a 4 X 4 pickup.

**17.** A method comprising the following steps for advertising the four-by-four lotto game of claim 16;  
preparing a first television ad showing a working cowboy pulling up to a country store in an old 4 X 4 pickup which has hay and a diesel tank in the back;

5 the ad showing the cowboy getting out of the pickup, going into the country  
6 store and saying to the store clerk, "Give me ten dollars of those 4 by 4 lottery  
7 tickets;"

8 the ad showing the cowboy getting the tickets, walking out the door, looking  
9 towards a television camera and saying, "I drive a 4 X 4 and I play 4 by 4 lotto and  
10 they're both great;" and

11 running the first television ad repeatedly at selected times over a selected period  
12 of time.

1 18. The method of claim 17 and further comprising:

2 preparing a second television ad showing the cowboy in the country store with  
3 his 4 X 4 pickup outside;

4 the ad showing a bright new red 4 X 4 pickup driving up to the country store;

5 the ad showing a very pretty girl dressed in Western clothes getting out of the  
6 new red 4 X 4 pickup, walking up to the clerk and saying in a very soft voice, "Could  
7 I please have ten of those 4 by 4 lotto tickets;"

8 the ad showing the pretty girl getting the tickets, starting out the door, turning  
9 towards the cowboy who is standing nearby and who has been watching her all of the  
10 time, and saying, "I also drive a 4 X 4 and play the 4 by 4 lotto and you are right, they  
11 are both great;

12 the ad showing the pretty girl driving off in her red 4 X 4 pickup; and

13 running the second television ad repeatedly at selected times over a selected  
14 period of time.

1 19. The method of claim 18 and further comprising:

2 preparing a third television ad showing an eighteen-wheeler truck driving up

3 to the country store;  
4 the ad showing a driver of the eighteen-wheeler truck going inside of the  
5 country store and saying to the clerk, "I want eighteen chances for the 4 by 4 lotto,  
6 pickup drivers are not the only ones who play the 4 by 4 lotto;" and  
7 running the third television ad repeatedly at selected times over a selected  
8 period of time.

1 20. The method of claim 18 and further comprising:  
2 preparing a fourth television ad showing a 4 X 4 pickup parked outside of a  
3 store;  
4 the ad showing a person, male or female, walking out of the store and seeing  
5 the 4 X 4 pickup, says, "Oops, I forgot my lottery ticket;"  
6 the ad showing the person turning around to go back into the store; and  
7 running the fourth television ad repeatedly at selected times over a selected  
8 period of time.